

In the Claims:

1. (Previously Presented) A folding advertising system for presenting a visual image on a railing, the system comprising:

a railing having an outer surface, said outer surface of said railing having a circumference;

a body having a first side and a second side opposite said first side, said first side having printed indicia forming a visual image, wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said railing so that said first edge and said second edge may abut, but not overlap; and

a releasable adhesive disposed on said second side of said body, said releasable adhesive adhered to the outer surface of said railing.

2. (Canceled)

3. (Currently Amended) The folding advertising ~~surface-system~~ of Claim 1, wherein said body comprises a material selected from a group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, polyester, woven fabric, urethane, rubber, paper and foil.

4. (Currently Amended) The folding advertising ~~surface-system~~ of Claim 1, wherein said printed indicia is applied to said first side of said body by sublimation printing.

5. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, wherein said printed indicia is applied to said first side of said body by a heat pressure transfer process.

6. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, wherein said printed indicia is applied to said first side of said body by wet ink printing.

7. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, wherein said printed indicia is applied to said first side of said body by a digital graphics process.

8. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, wherein said printed indicia comprises a material selected from the group consisting of conventional inks, luminescent inks, reflective materials, puff inks, plastisol inks, ultraviolet inhibitors and preprinted graphics.

9. (Withdrawn) The folding advertising surface of Claim 1, further comprising:

a backing layer adhered between said body and said releasable adhesive.

10. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, further comprising:

a stretchable material adhered between said body and said releasable adhesive.

11. (Currently Amended) The folding advertising ~~surface~~system of Claim 1, wherein the ~~folding advertising surface~~body substantially covers the outer surface.

12. (Previously Presented) An advertising system for presenting a visual image on a grab bar, the system comprising:

a grab bar having an outer surface, said outer surface having a circumference; and

a body having a first side and a second side opposite said first side, said first side of said body having printed indicia forming the visual image, said second side releasably adhered to the outer surface of said grab bar by a releasable adhesive disposed on said second side of said body,

wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said grab bar so that said first edge and said second edge may abut, but not overlap.

13. (Canceled)

14. (Original) The system of Claim 12, wherein said body comprises a material selected from a group consisting of leather, plastic sheeting, plastic roll stock, foam material, polyurethane, polyester, woven fabric, urethane, rubber, paper, and foil.

15. (Previously Presented) The system of Claim 10, wherein said stretchable material is polyester.

16. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by sublimation printing.

17. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by a heat pressure transfer process.

18. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by wet ink printing.

19. (Original) The system of Claim 12, wherein said printed indicia is applied to said first side of said body by a digital graphics process.

20. (Original) The system of Claim 12, wherein said printed indicia comprises a material selected from the group consisting of conventional inks, luminescent inks, reflective materials, puff inks, plastisol inks, ultraviolet inhibitors and preprinted graphics.

21. (Withdrawn) The system of Claim 12, further comprising:
a backing layer adhered between said body and said releasable adhesive.

22. (Original) The system of Claim 12, further comprising:
a stretchable material adhered between said body and said releasable adhesive.

23. (Currently Amended) The system of Claim 12, wherein the ~~folding~~
~~advertising surface~~ body substantially covers the outer surface.

24. (Withdrawn) A method of applying a folding advertising surface on a railing, grab bar, or pole having an outer surface, the method comprising:

providing the folding advertising surface, the folding advertising surface comprising a body having a first side and a second side opposite said first side, said body having a first set of alignment targets disposed on said first side, and a releasable adhesive disposed on said second side of said body, said releasable adhesive configured to adhere to the outer surface;

disposing a second set of alignment targets on the outer surface;

aligning said first set of said alignment targets with said second set of said alignment targets;

disposing the folding advertising surface on the outer surface; and

folding the folding advertising surface around the outer surface.

25. (Withdrawn) The method of Claim 24, wherein the folding advertising surface substantially covers the outer surface.

26. (Previously Presented) A system for presenting a visual image on a pole, the system comprising:

a pole having an outer surface, said outer surface having a circumference;

a body having a first side and a second side opposite said first side, wherein said body further comprises a first edge, a second edge opposite said first edge, a distance between said first edge and said second edge, and a width defined by said distance between said first edge and said second edge, said width substantially equal to said circumference of said outer surface of said pole so that said first edge and said second edge may abut, but not overlap, said first side having printed indicia forming a visual image; and

a releasable adhesive disposed on said second side of said body, said releasable adhesive adhered to the outer surface of said pole.

27. (Currently Amended) The system of Claim 26, wherein the ~~folding~~ ~~advertising surface~~ body substantially covers the outer surface of said pole.